

ABSTRACT OF THE DISCLOSURE

Techniques for inducing a contact to invoke a resource prepared by a promoter when the resource resides on a network, includes generating a resource location description for the resource. The resource location description includes a name of the contact. The promoter provides access to the resource at a location on the network according to the resource location description. The promoter also prepares a message to notify the contact about the resource location description for the resource. Thus a promoter (e.g., wholesaler, retailer, advocate, charity or politician) can provide a web site for each contact (e.g., customer, potential customer, viewer, supporter or voter) whom the promoter has identified. Each web site can have a domain name that prominently displays the contact's identity. The psychological benefit to the contact of finding a web site devoted to the contact and with the contact's own identity as part of the domain name conditions the contact favorably and increases the chances that the result sought by the promoter will be achieved.